



**Western Wisconsin
Workforce Development Board, Inc.**

ANNUAL REPORT

2017/2018



Contents

- 03** Our Mission, Vision & Values
- 04** Board of Directors
- 06** Local Elected Officials
- 07** Counties We Serve
- 08** WIOA Youth
- 10** WIOA Adult and Dislocated Worker
- 14** DOC Windows to Work
- 16** Business
- 17** Facts & Figures
- 18** Statement of Activities
- 19** Events in 2017/2018

Western Wisconsin WDB

This program year can be summed up in one word: CHANGE.....Changes in policies, people, and programs. As we strive toward excellence in workforce development solutions, change is inevitable. As accountability takes center stage, policies change to ensure good stewardship of taxpayer dollars and maximum utilization of funding to serve those in need of training and other assistance. People leave the system to pursue other endeavors and new people come in, infusing the system with new energy and fresh ideas to create and expand programs that are responsive to the businesses and workers in our communities. We look forward to a new year full of possibilities, keeping our mission at the forefront of everything we do!

Our Mission:

To develop demand driven and innovative workforce strategies that cultivate a skilled and competitive workforce that meets the needs of employers in our region.

Our Vision:

A region where businesses and workforce needs are met and all individuals who want to work have self-sustaining employment.

Our Values:

The WDB is committed to collaboration through strategic partnerships that share our values of honesty, integrity, innovation, accountability, and transparency.

PY 18-20 Strategic Plan

Strategic Initiative #1: Satisfy the needs of our customers

- Goals
1. Develop sustainable talent pipelines for each demand industry across the entire region.
 2. Grow current industry partnerships and create new demand industry partnerships for the purpose of establishing business needs.
 3. Identify and respond now to technology inspired changes in current industries and emerging industries/occupations.
 4. Create a sustainable “training ecosystem” to address essential workplace skills across all ages and populations.
 5. Increase digital presence and use of technology to reach/train the labor force.

Strategic Initiative #2: Results driven collaboration

- Goals
1. Increase sustainability/capacity of WDB to provide higher quality programming/services.
 2. Expand outreach across all systems and all counties in our region.
 3. Expand and/or better connect existing programs among workforce, education, economic, and community partners.
 4. Strategically and intentionally develop a diverse Board that is representative of all key matrix elements, knowledgeable of regional workforce issues, and engaged in using expertise for the growth and development of the Board.

Board of Directors



Mark Glendenning, Chair
Inland



Tammy Brown, Chair Elect
Logistics Health, Inc.



Pete Eide, Secretary/Treasurer
Bethel Home and Services, Inc.



Jodi Roesler, Past Chair
Dairyland Power Cooperative



Marina Abbott
Manpower



Patti Balacek
Western Technical College



Judy Berg
Courtesy Corporation



Greg Erickson
Plumbers and Steamfitters Local 434



Greg Flogstad
Mississippi River Regional
Planning Commission



Becky Grapes
Badger Corrugating



Amy Grotzke
Division of Vocational Rehabilitation



Cheryl Gullicksrud
CESA #4



Jim Hill
LADCO



Ed Johnson
NECAL



Mary Kessens
Aptiv



Michelle Nowlan
MarketSharp



Kathleen Olson
Job Service



Ellen Parker
Western Wisconsin AFL-CIO



Vicki Proudlock
Unemployment Insurance



Pat Rodriguez
Regional Council of Carpenters



Dave Schams
Water Lily Gifts



Jessica Subach
Courtesy Coporation



Heather Trimborn
Gundersen Health System

Local Elected Officials

The Local Elected Officials appoint and commission the Western Wisconsin Workforce Development Board. Board members oversee the workforce development strategies of eight Western Wisconsin counties.



Jim Ehram, Chief Local Elected Official
La Crosse County Rep



Pete Flesch
Crawford County Rep



John Kriesel
Buffalo County Rep



James Kuhn
Monroe County Rep



Ray Ransom
Jackson County Board Chair



Jon Schultz
Trempealeau County Rep



Jim Servais
Vernon County Rep

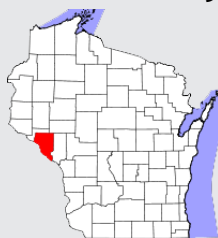


Steve Thomas
Juneau County Rep

Counties We Serve

WDA #9 is comprised of eight counties in western Wisconsin — Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon.

Buffalo County



Population ages 16+: 10,832
Adult population share: 5%
Percent served by WIOA: <1%
Youth population share: 3%
Percent served by WIOA: <1%
Overall poverty rate: 10.8%
Unemployment rate: 3.5%

La Crosse County



Population ages 16+: 96,334
Adult population share: 37%
Percent served by WIOA: 65%
Youth population share: 55%
Percent served by WIOA: 53%
Overall poverty rate: 14.8%
Unemployment rate: 3.2%

Crawford County



Population ages 16+: 13,464
Adult population share: 6%
Percent served by WIOA: 4%
Youth population share: 4%
Percent served by WIOA: 5%
Overall poverty rate: 13.6%
Unemployment rate: 3.7%

Monroe County



Population ages 16+: 35,016
Adult population share: 15%
Percent served by WIOA: 14%
Youth population share: 11%
Percent served by WIOA: 13%
Overall poverty rate: 13.9%
Unemployment rate: 3.0%

Jackson County



Population ages 16+: 16,466
Adult population share: 7%
Percent served by WIOA: 5%
Youth population share: 5%
Percent served by WIOA: 0%
Overall poverty rate: 13.1%
Unemployment rate: 3.1%

Trempealeau County



Population ages 16+: 23,112
Adult population share: 10%
Percent served by WIOA: 3%
Youth population share: 7%
Percent served by WIOA: 19%
Overall poverty rate: 9.7%
Unemployment rate: 3.0%

Juneau County



Population ages 16+: 21,685
Adult population share: 10%
Percent served by WIOA: 3%
Youth population share: 6%
Percent served by WIOA: 4%
Overall poverty rate: 13.1%
Unemployment rate: 3.2%

Vernon County



Population ages 16+: 23,412
Adult population share: 10%
Percent served by WIOA: 6%
Youth population share: 7%
Percent served by WIOA: 2%
Overall poverty rate: 16.3%
Unemployment rate: 3.0%

WIOA Youth



WisCorps operates the Workforce Investment and Opportunity Act Youth program in eight counties in western Wisconsin and provides youth with employment and job skills. Participants pursue career and education goals through work experience and classroom style training; preparing them to be future workforce leaders.

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.”

— Pelé
Professional Soccer Player



106

Youth served during Program Year 17. 138 youth were served during Program Year 16.

WIOA Youth program expenditures totaled \$417,430 during Program Year 17. Expenditures totaled \$459,692 during Program Year 16.

More open minded, expanded horizons, and a better problem solver are phrases Megan uses to describe herself since completing a work crew through WisCorps' WIOA Youth program. Her Career Planner has seen those same changes saying Megan's confidence has increased ten-fold, she's setting higher goals, and now views herself as a leader.

Megan, who has an Associate's Degree in Agriculture Business from Western Technical College, has focused on career exploration while with WisCorps. She conducted an informational interview with an environmental educator. She now aspires to earn

her Bachelor's Degree and work with kids with disabilities in an outdoor setting. To help reach this goal, she is working on securing a work experience with the U.S. Fish and Wildlife Service.

Megan says her experience with WisCorps was important because it has given her the confidence to set higher goals for herself. Her stubborn streak has hindered her in the past, but she says now she knows it's OK to ask for help. Most importantly, she says the WisCorps staff has allowed her to explore possibilities for herself without judging or dictating her goals.

	<u>Program Year 16</u>	<u>Program Year 17</u>
Quarter 2 Education/ Employment	63.8%	81.6%
Quarter 4 Education/ Employment	83%	78.7%
Median Wage*	\$2,495	\$3,839
Credential Attainment	83%	90.9%

* Wages were earned during the second quarter after exit.



WIOA Adult and Dislocated Worker



“ I’m actually an important person. When I put on my scrubs I feel important. I never felt that before. I was just a struggling mom and thought I’d be on welfare my entire life. I was able to become a CNA and give back. ”

Workforce Connections, Inc. operates the Workforce Innovation and Opportunity Act Adult and Dislocated Worker programs in western Wisconsin. WIOA Adult and Dislocated Worker programming provides adults access to support and services to help obtain and maintain employment.

90

Adults served through WIOA Adult programming in Program Year 17. 108 adults were served during Program Year 16.

125

Dislocated Workers served during Program Year 17. 148 dislocated workers were served in Program Year 16.

36

Individuals were served through Rapid Response in Program Year 17; the same number were served during Program Year 16.

Program Expenditures

	<u>Program Year 16</u>	<u>Program Year 17</u>
WIOA Adult	\$281,071	\$276,670
WIOA Dislocated Worker	\$248,216	\$316,656
Rapid Response	\$36,000	\$16,987

The past decade has been one of trials, tribulations, and eventual triumph for Amber.

In 2010 the then mother of two began using methamphetamines and spent the next three years addicted to the drug. She says she had always dabbled in drugs, using on weekends when she didn't have her kids. When one of her friends gave Amber meth she was nearly immediately hooked.

"I was addicted after nine days of using," Amber says. "I didn't understand what meth was or how overcoming it was. It quickly spiraled out of control."

Three months into her addiction, Amber called her mother and asked she take her kids who were 17 and 15 years old, so they didn't have to witness their mother's addiction.

It was 2013 when things began to change for Amber. She became pregnant and begged her doctor for help. She maintained sobriety throughout her pregnancy and 6 weeks after her baby's birth she became pregnant again. During the baby's six-month check up doctors discovered the baby had a heart

condition that required an open heart procedure and possibly an eventual heart transplant.

A new desire to become a Certified Nursing Assistant was building within Amber throughout her baby's health struggles. She was referred to the WIOA program and her Career Planner helped Amber enroll in a CNA program. After earning her certificate Amber struggled to find employment due to her background.

Amber's Career Planner was able to convince Mulder Health Care Facility to take a chance on Amber. Amber worked through a Transitional Job and On-the-Job Training program at the nursing home. The nursing home was so impressed with Amber she was hired as a regular employee in January 2018.

"[Mulder Health Care Facility] saw what kind of person I truly am," Amber says. "They didn't look at my past."

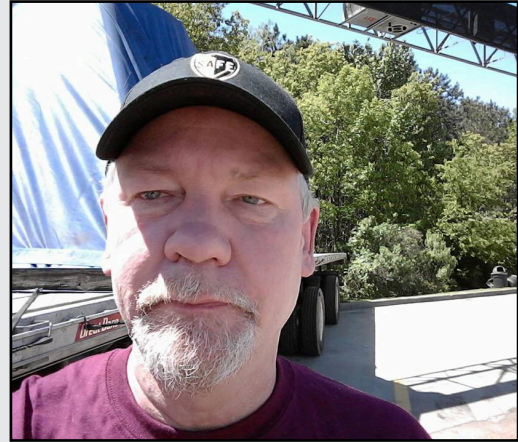
Looking forward, Amber wants to continue her work as a CNA and sees herself working in the position until she retires.

WIOA Adult and Dislocated Worker

Curt always wanted the opportunity to travel the United States, but it was never an option as a child. When he lost his sales job he took the opportunity to earn his Commercial Driver's License and see the country while working as a truck driver.

Melton Truck Lines hired Curt immediately after he finished CDL training. He has hauled loads to the far west, deep south, and points between.

"It's a lot of hard work with long days, but I enjoyed seeing the country" Curt says. "I had never really traveled much. This allowed me to see the country. In six months I covered 45 states."



“

[WIOA] definitely made an improvement in my life. It helped me get a job in something that I can do until I decide to retire.

”



The only states he missed were Maine, Washington, Alaska, Hawaii and North Carolina.

To prepare for his CDL test, Curt attended Diesel Truck Driver Training School in Sun Prairie. The school is the oldest and largest truck driving school in the country.

Curt says the four-week course concentrates on helping its students pass the CDL test. The first week is spent preparing for the written exam and the next three weeks are spent learning how to drive and preparing to pass the driving portion of the licensure.

After six months with Melton, Curt was offered a job that allowed him to stay in the Midwest and be home nearly every night.

“Everything worked out well,” Curt says. “I work hard during the week and enjoy life on the weekends.”



	Program Year 16		Program Year 17	
	Adult	Dislocated Worker	Adult	Dislocated Worker
Quarter 2 Employment	81.8%	91.8%	84.6%	92.2%
Quarter 4 Employment	75%	87%	82.4%	88.5%
Median Wage*	\$4,981	\$7,879	\$6,655	\$8,580
Credential Attainment	68.4%	90%	90%	90%

* Wages were earned during the second quarter after exit.

DOC Windows to Work

REALITY of Re-entry

Seeing the process through the eyes of a program participant

Anthony says growing up was rough despite having what he describes as a good family life.

“I was a small kid my whole life and was picked on until about 10th grade.”

“I was molested twice before I was 10 by two different people.”

“I started using at age 12.”

“At age 16 I started committing crimes and getting into trouble.”

From there, Anthony made decisions that put his life in a downward spiral. Getting kicked out of school for bringing drugs on school property left days open for partying and drug use.

A desire for drugs led to breaking into a house for drug money, which landed him on probation.

“At this time in my life I did not care what happened to me or anyone else,” Anthony says. “I did not do so well on probation because of using and lack of caring about supervision.”

Anthony’s probation was revoked during this time and he was sentenced to five years in prison.

“This was rock bottom for me. I was 23 and the next five years of my life were gone,” Anthony says. “I blamed everyone and everything at the time and did not want to believe it was my fault.

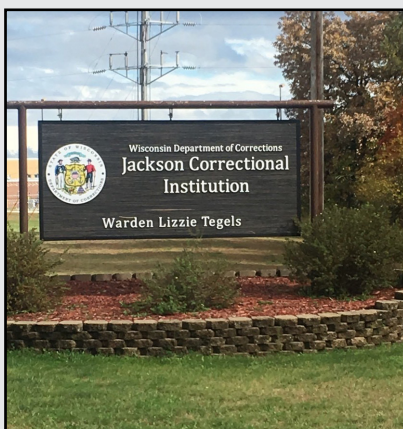
It took prison to open my eyes and see that my life was complete crap and it was only getting worse.”

Anthony is scheduled to be released from prison in November 2018 and has been preparing for post-release life.

He has completed his High School Equivalency Diploma, earned 12 credits toward a degree in culinary arts, and maintained complete sobriety.

Some of those preparations have occurred through Windows to Work where he has been practicing interview skills, studying for his driver’s test and researching businesses willing to

Workforce Connections, Inc. operated Windows to Work during Program Year 17. The Western Wisconsin Workforce Development Board began operating the program in June 2018. The Re-entry Coach provides programming at Jackson Correctional Institution and New Lisbon Correctional Institution.



hire felons.

Anthony says he has spent his time in prison mentally and physically preparing for life after release. He realizes he will face barriers outside of prison and believes maintaining his sobriety, going to school, and working will be key in his success.

“The way I see that I can combat [post-release barriers] is to work hard, be honest, stay sober, help others, and stay true to the person I am and who I want to be.

I will always remember that there are good people out there who will help me and who will listen to me when things get to be too much.”

To continue Anthony’s post-prison journey, please visit the Western Wisconsin Workforce Development Board’s Facebook page for periodic updates.

“

I have made a lot of bad decisions in my life and have a lot to make up for.

Seeing is believing and I have to work hard to earn the trust back from my family, friends and my community.

”

\$79,000

Western Wisconsin Workforce Development Board’s total Department of Corrections Windows to Work contract

41

offenders served during Program Year 17 either while in prison or through follow-up services

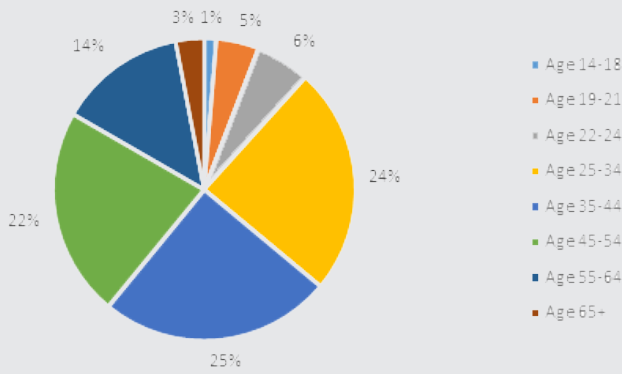
11

who were either employed or enrolled in education within 90 days of release from prison

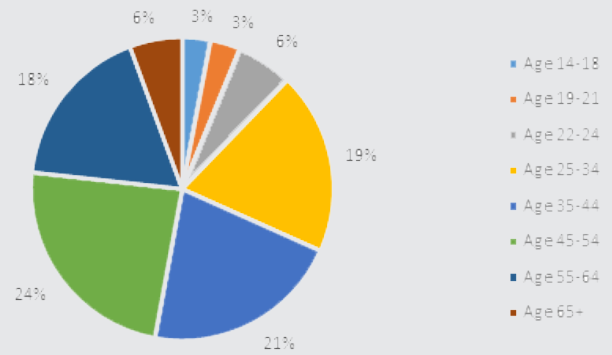
Business

WDA 9 Age of Sector Workforce

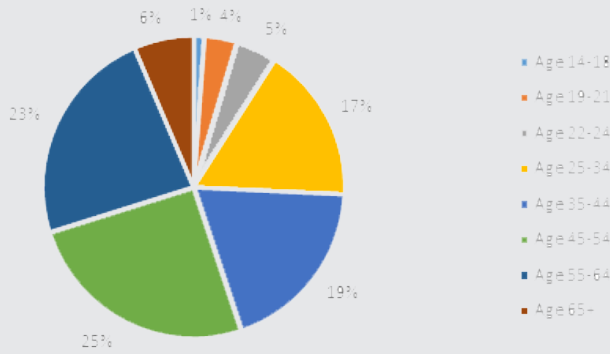
Construction



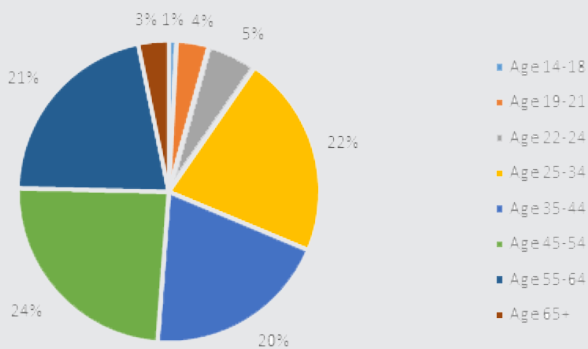
Information Technology



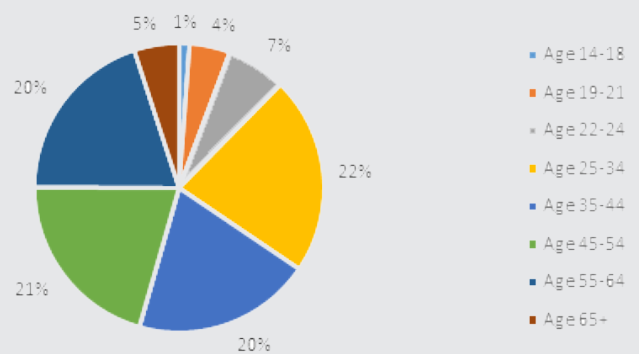
Transportation



Manufacturing



Health Care and Social Assistance



Facts & Figures

Return on Investment

Every taxpayer dollar spent returns nearly \$8 back into the regional economy

791%

Cost per Participant



\$3,288

\$4,489

WIOA Adult & Dislocated Workers

WIOA Youth

Job Center Visits

18,606



Combined visits to the Job Centers located in La Crosse and Tomah

2017/2018 WDA 9 Earnings Per Worker



2016 WDA 9 Jobs



Statement of Activities

YEAR END JUNE 30	2018	2017	2016
Revenue			
Grant and contract	\$1,427,298	\$1,446,853	\$1,713,410
Other income	\$48,410	\$2,149	\$5,946
Total revenue	\$1,521,012	\$1,449,002	\$1,719,356
Expenses			
Salaries and wages	\$101,289	\$105,254	\$121,906
Pension	\$4,130	\$5,040	\$5,120
Other employee benefits	\$28,140	\$28,216	\$13,138
Accounting	\$33,557	\$33,212	\$35,401
Board expenses	\$2,043	\$4,932	\$5,071
Depreciation	\$8,948	\$8,948	\$8,948
Equipment, repairs and maintenance	\$91	\$12,535	\$4,891
Insurance	\$2,000	\$2,566	\$2,539
Job center expense	\$8,093	\$2,506	\$5,946
Occupancy	\$60,519	\$61,061	\$5,587
Other	\$35,296	\$31,192	\$52,189
Staff travel and development	\$3,812	\$6,619	\$7,280
Subcontractor	\$1,228,784	\$1,146,921	\$1,421,699
Total expenses	\$1,516,702	\$1,149,002	\$1,421,699
Change in net assets	\$4,310	\$0	(\$1,478)
Net assets at beginning of the year	\$362	\$362	\$1,840
Net assets at end of the year	\$4,672	\$362	\$362

Events In 2017/2018

The Western Wisconsin Workforce Development Board was an integral part of several events held throughout the Coulee Region during the past year.



1. Apprenticeship Breakfast Forum / 24 Oct 2017

The Western Wisconsin Workforce Development Board hosted a breakfast forum for area business leaders to learn how apprenticeship can help build a stronger workforce. The morning included a question and answer session and presentation on apprenticeship.

2. Walker Visit / 02 Feb 2018

Wisconsin Governors Scott Walker and Tommy Thompson visited the La Crosse Job Center to speak on historically low unemployment rates and meet with job seekers.

3. Mini Job Fairs / 2017/2018

Mini job fairs are held at the Western Workforce Development Center throughout the year. The events allow job seekers and employers to meet informally.

4. Tour Day / 04 Oct 2017

The Upper Mississippi Manufacturing Alliance invited students to tour local manufacturers as a part of Manufacturing Month.

5. Job Fair / 21 Sept 2017

The first annual Coulee Region Job Fair was held at the Omni Center in Onalaska. More than 60 employers and 200 job seekers attended the first annual event.

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Western Wisconsin

Workforce
Development
Board, Inc.

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